

## **LATINA Style, Inc. Presents the LATINA Style Business Series Tour in Atlanta, GA October 20, 2016**

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Dallas, TX - LATINA *Style*, Inc., the premier company addressing the needs of professional Latinas in the United States, will host the 18<sup>th</sup> Annual LATINA *Style* Business Series Tour on Thursday, October 20, 2016 in Atlanta, GA, at the Atlanta Marriott Marquis hotel located at 265 Peachtree Center Ave from 7:30 am to 3:30 pm.

The award-winning program, sponsored by Nationwide, is designed for Latina entrepreneurs across the nation. Participants will have the opportunity to network, learn about business ownership, and receive educational leadership empowerment seminars created to benefit Latina professionals and entrepreneurs.

LATINA *Style* is pleased to announce [Alba Colon](#), Chevrolet Racing Program Manager for the NASCAR Sprint Cup Series, as the conference keynote speaker. One of today's most powerful women in sports and racing, Colon was named Chevrolet Racing's Program Manager for NASCAR Cup racing in 2001." Born Alba Lynnette Colon Rodriguez in 1968 in Salamanca, Spain, Colon moved with her family to Puerto Rico at the age of three. Her father, a doctor, and mother, a teacher, always encouraged Colon and her sister and brother to be the best they could be. They were very supportive parents and Colon credits them for much of her success as a professional.

"Nationwide is proud to sponsor the LATINA *Style* Business Series in Atlanta," said Nationwide's Executive Vice President & Chief Marketing Officer Terrance Williams. "We are excited to bring in Alba Colon, Chevrolet Racing Program Manager and NASCAR's only top female engineer, to talk with Latina entrepreneurs about her business experiences, how education helped her succeed and the lessons she's learned along the way. Based on my personal interactions with Alba, I'm certain her story will inspire others."

LATINA *Style* is also pleased to announce [Mariela Romero](#), Director, Community Empowerment, On Air Talent, and Univision 34 Atlanta, as Mistress of Ceremonies during the awards luncheon. Born in Caracas, Venezuela and raised in different countries such as France, Mexico, and Argentina, Romero graduated with a degree in communications and journalism from Argentinean Universities "Católica Santa María de los Buenos Aires" and "Universidad de Belgrano." Romero joined Univision Atlanta in 2010 as Community Empowerment Director. Throughout her years in broadcast journalism, Romero has received 13 Emmy Awards from the National Academy of Television Arts and Sciences, Southeast Region. Romero has a television career spanning two decades.

Registration includes dynamic panels, high-power networking opportunities in the exhibit area, breakfast, lunch, a commemorative gift bag, and a one-year subscription to LATINA *Style* magazine. Early registration fee is \$45.00. Early Registration ends October 14<sup>th</sup> and tickets will be \$55 thereafter. Registration at the door is full price: \$100. To attend the business series please register [here](#). Attendance is limited.

LATINA *Style* is delighted to count on Nationwide's continued support as the title sponsor of the 18<sup>th</sup> Annual LATINA *Style* Business Series. Platinum Sponsors: Bank of America and UPS. National Partners: PSA, ALPFA, WIPP, NALEO, WBENC, WPO, NAWBO, Capital Wire PR, SHPE, SCORE, SBA, and IRS. Community include: Georgia Chamber of Commerce, Georgia Hispanic Chamber of Commerce, Hispanic Corporate Council, ALPFA Atlanta Chapter, Atlanta Women's Network, Prospanica Atlanta Chapter, GMSDC, WPO Atlanta, Georgia Mentor Protégé Connection, and ExpoMujer. The Business Series is designed to provide meaningful interaction among participants across the country. To learn more about this program, please visit

[www.bs.latinastyle.com](http://www.bs.latinastyle.com). For more information email Tania Davila at [Tania@latinastyle.com](mailto:Tania@latinastyle.com), or call 214-357-2186.

**About LATINA Style Inc.** LATINA Style Inc., headquartered in Dallas, TX, is the publisher of LATINA Style Magazine, a lifestyle magazine for the professional Hispanic woman. The magazine has been published for 22 years and has a national circulation of 150,000 and a readership of nearly 600,000. LATINA Style Inc. is host of the LATINA Style Business Series, the LATINA Style 50 Report, the National LATINA Symposium, and the LATINA Style HERO Initiative. Follow **LATINA Style**: on Twitter [@LATINASTyleMag](https://twitter.com/LATINASTyleMag), Facebook [LATINASTyleMagazine](https://www.facebook.com/LATINASTyleMagazine), and Instagram <https://www.instagram.com/latinastylemag/>

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